

Business Department

In the so-called department there is a Business Manager, Continuity Director, and a Traffic manager. In addition, there are hopefully many station members ready and able to make money by selling advertising.

In general, the procedure for Heelers goes as follows:

- 1) Get addresses and businesses from the business manager. (in most cases, a project involving selling a large amount of ads will be considered to take the place of the individual project.)
- 2) Telephone the business and make an appointment to see the person in charge of advertising.
- 3) Take rate card, contract, program guides, polls, and other helpful material (letters of praise, fan-mail, and love-letters) and especially the special heeler package plan.
- 4) Have a definite program of advertising planned for the business you visit. Be courteous but firm; impress him as an expert in radio ads (snicker!)
- 5) When you make the sale, fill out contract as in the sample. The white contract is the advertisers. Pink and yellow sheets must be submitted to and accepted by the big chief in the Business office.
- 6) Fill out time order as in sample. Specify am or fm and submit it to the traffic manager.
- 7) Make sure spots are aired and continuity is proper. If the customer is dissatisfied, he'll go to you as well as to the station.
- 8) Any long term contracts should be followed up by the salesman once every two weeks with either an in person visit or a phone call more frequently.

Commissions on Sales of Ads

Renewals - those contracts sold within 3 semesters after previous contract ends carry commission of 10%.

New contracts - those sold after 3 semesters have elapsed since their previous contracts ended, or those that have never been on Wybc before carry commission of 25%.

Heeler commissions are always 10% on amounts over the minimum of 50 dollars.

All commissions are payable when account has been paid in full.

Money from sales is usually divided this way; in case of a special project approved by the executive board, after commission 50% of the ad money is diverted to this project.

INFORMATION GATHERING SERVICE

Question 19. On the average, how many round trips do you make each year between your home and college?

	Total		Yale	
	Response	%	Response	%
1 trip	25	2%	3	2%
2 trips	159	10%	20	15%
3 trips	240	16%	33	24%
4 trips	237	16%	17	13%
5 trips	206	14%	12	9%
6 trips	149	10%	12	9%
7 trips	59	4%	6	4%
8 trips	81	5%	11	8%
9 trips	19	1%	1	1%
10 or more	301	20%	16	12%
None	27	2%	15	4%
TOTAL	1503	100%	136	100%

Question 20. During the current school year, how many vacation trips have you taken to destinations more than 200 miles from either your home or college (exclude trips between home and college mentioned in #19).

	Total		Yale	
	Response	%	Response	%
0 trips	721	48%	66	49%
1 trip	326	22%	31	23%
2 trips	222	15%	17	13%
3 trips	94	6%	10	7%
4 trips	36	>2%	4	3%
5 trips	33	2%	2	2%
6 trips	18	1%	-	-
7 trips or more	34	>2%	2	2%
No Response	19	>1%	4	3%
TOTAL	1503	100%	136	100%